

Massachusetts Executive Office of Health and Human Services:
Connecting Kids to Coverage (CKC) Outreach and Enrollment Grant
Abstract

The Massachusetts Executive Office of Health and Human Services (EOHHS), Office of Medicaid is submitting this proposal for funding from the Connecting Kids to Coverage (CKC) Outreach and Enrollment Grant to address Area of Focus 5: Training. The goal of this project is: Through training, equip front line outreach and enrollment staff (such as: assisters and navigators) with the skills and knowledge to assist, coach, and empower consumers to manage their own and their children's health insurance new enrollment and re-enrollment processes. The total funding requested for the two year grant period is \$998,410.

Massachusetts has seen the efforts of private and public outreach efforts result a current high percentage of insurance coverage. The need to address sustainability and consumer responsibility has emerged as the next phase. EOHHS seeks to build on patient engagement philosophy found in other aspects of health care reform by developing strategies to foster a consumer's ability to actively participate in and potentially self-manage their health insurance as well as their health. A community based, train-the-trainer strategy with regional trainers will address the changes in health coverage, along with new application and enrollment processes and equally important, will reinforce the objective to empower consumers to take an active role. In the second year of the grant, the strategy will shift to strategies that support sustainability.

The evaluation plan for this proposal includes assessment of the value and impact of the training on different audiences, tracking the number of train-the-training sessions, use of the online materials and the longer-term, though more difficult to measure, impact on consumer behavior. These measures, promising practices, and lessons learned will be summarized into a final report for CMS and shared with the CMS evaluator.